

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF HOTEL AND TOURISM
MANAGEMENT**

**CUSTOMER SATISFACTION
TOWARDS SERVICE QUALITY OF
MELAKA RIVER CRUISE**

BY

**FARIZAN NUR 'IZZATI BINTI MOHD KHATIB
(2011263884)**

**MUHAMMAD WAN FAIZ BIN ZULKEFLIY
(2011247252)**

**NURIZZATI BINTI KAMARULZAMAN
(2011647238)**

**B.SC. (HONS) IN TOURISM MANAGEMENT
(HM221)**

JULY 2013

ACKNOWLEDGEMENT

First and foremost, we would like to thank to our advisor of this research, Mr Zamzuri Bin Ahmad Nazari for the valuable guidance and advices. He inspired and helped us greatly to give the best we could in this project. His willingness to motivate us contributed tremendously to our research paper. We also would like to thank him for showing us good example that related to the topic of our research that is about customer satisfaction. From him, we learned how to do a research effectively. Besides, we would like to thank the authority of Universiti Teknologi MARA (UiTM) Bandaraya Melaka for providing us such a good environment and facilities to complete this project.

In addition, we would also like to thank the management of Perbadanan Pembangunan Sungai dan Pantai Negeri Melaka (PPSPM), especially to Miss Nurliza Binti Deraman, the marketing officer of PPSPM which provide us with valuable information and always gave full support as the guidance to our research about the Melaka River Cruise (MRC).

Finally, an honorable mention goes to our beloved families, lecturers of Faculty of Hotel and Tourism Management (FPHP) UiTM Bandaraya Melaka and last but not least to our friends for their understandings and supports on us in completing this research. Without helps of the particular that mentioned above, we would face many difficulties while doing this research. Thank you so much indeed to all of them.

ABSTRACT

First and foremost, state of Melaka is a historical city with domestic and international tourists that come over and enjoy the attractions available here. Apart from the main attraction of A'Famosa Porte De Santiago building, Melaka River Cruise (MRC) becomes the latest famous attraction in Melaka. MRC is a good experience for customer to get the new experience because they can see the real history of the Malacca state through the one of the historic river in the world. With the increasing number of tourist that come to experience the river cruise, the researchers intended to make a study on level of MRC service quality performance towards customer satisfaction. Using the cross- sectional study, the researchers carried out self-administered questionnaire to obtain results on customer satisfaction. The measurement of customer satisfaction used in this study was SERVQUAL by Parasuraman (1988). It is proven that among the all the dimensions of SERVQUAL, tangibility is the strongest predictor that affect customer satisfaction. Thus the researchers agreed to conclude that the management of MRC should emphasized on the tangibility of their product to further increase the customer satisfaction.

TABLE OF CONTENTS

Contents	Pages
Acknowledgement	ii
Abstract	iii
Table of Contents	iv
List of Tables	viii
List of Figures	x
 <u>Table of Contents</u>	
Chapter One : Introduction	1
1.1 Background of study	2
1.2 Problem Statement	5
1.3 Objective	6
1.4 Research Question	6
1.5 Theoretical Framework	6
1.6 Significance of the Study	7
 Chapter Two : Literature Review	 8
2.1 Customer Satisfaction based on SERVQUAL	8
2.2 River Cruise	13
2.3 Customer Satisfaction towards Man Made Attraction	15
 Chapter Three : Methodology	 18
3.1 Research Design	18
3.2 Sampling	18
3.3 Data Gathering Process	19
3.4 Content Validity	20
3.5 Data Analysis	20

CHAPTER 1

1.0 INTRODUCTION

Melaka River Cruise is one of the famous destinations in the Melaka the historical state. The river was the main artery of trade for Melaka in its heyday when it was bustling with traders from all around the world. Some buildings from that era still stand majestically by the river, which is also lined by old villages or kampongs and modern day buildings. Melaka River is a river which flows through the middle of Melaka Town in the Malaysian state of Melaka. It was once an important trade route during the heyday of Melaka Sultanate in the 15th century. It has lost most of its previous functions in the present and now is a mere tourist attraction.

Once named 'Venice of the East' by European seafarers back in those days when the state has yet to be formed, Melaka River was the point where the history of Melaka began. A Prince from Sumatra, Parameswara also the founder of Melaka had established his sultanate near the mouth of this river in the early 1400s, and his palace was built on the east-bank of the river at the foot of St. Paul's Hill, and then it is known as Melaka Hill.

Heading towards the sea, the river passes through the town of Melaka and the many settlements situated along the riverbanks. From a place where major trade and commerce activities used to take place, it is now a major tourist attraction, a remnant from Melaka's past left behind to tell the tale. A 45 minute cruise down the river via boat enables visitors to recall Melaka's history while enjoying the rustic scene of leftovers from Melaka's past. Covering a distance of 10 kilometers, the boat ride takes the guest all the way down to the infamous Kampung Morten.

Melaka River Cruise is a good experience for customer to get the new knowledge because they can see the real history of the Melaka state. The view along the river is very beautiful and it shows the real culture of Melaka that still being practiced till this day. Besides that, the customer can get more knowledge through information that being shared by the tour guide along the river while enjoying the fresh environment in this destination.